

BT smartnumbers Direct Connect

Centralised control of critical voice services

Resilient communications are critical for protecting your people, revenue and reputation in a crisis

Organisations are looking to rationalise and centralise critical inbound voice infrastructure in order to reduce operational costs and provide a more effective set of services to staff and customers.

BT smartnumbers Direct Connect enables businesses to integrate voice communications into corporate-wide business continuity and IT strategies and the business processes that support them.

Infrastructure rationalisation

Organisations continue to squeeze costs by reorganising their properties, restructuring and introducing new home working practices. Direct Connect enables you to replace legacy communication systems (fax machines, on-site voicemail, hunt groups) and introduce a range of hosted services that scale more easily and introduce new organisational agility at lower cost.

Property consolidation

Rationalising property and collocating staff deliver hard cost savings. As staff and services are relocated, Direct Connect enables you to retain geographic numbers and move staff around seamlessly, helping ensure that quality of service is not compromised throughout any reorganisation.

Business continuity

The importance of protecting your communications infrastructure from disruption is a boardroom issue since it can impact the revenue and reputation of the business itself. The service mitigates the risk of call failure by providing resilience across all your geographic number ranges. Calls can be delivered into any UK location, with automatic failover to other sites or locations. Furthermore, the service provides a web-based portal for managing the routing of calls to off-site locations.

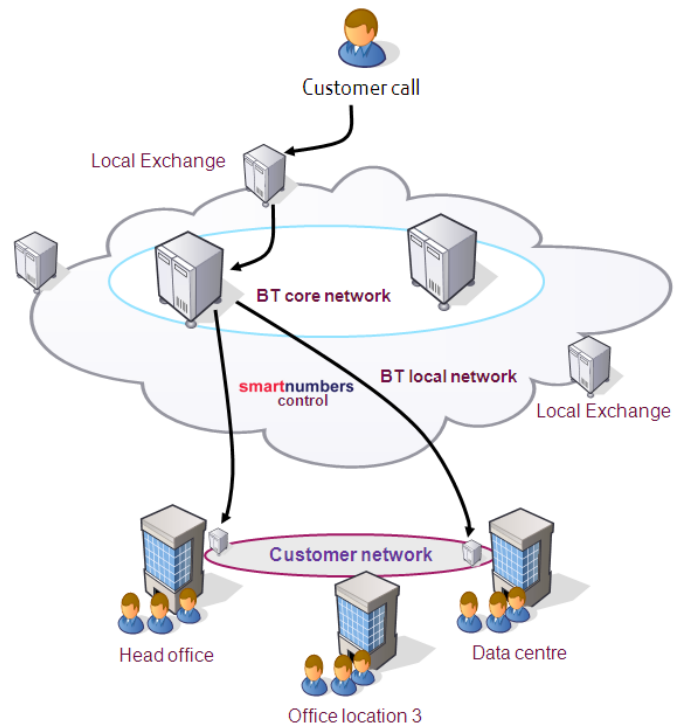
BT smartnumbers bring a rich portfolio of services to meet the needs of large organizations who seek improved business continuity and organisational agility. The services have been widely adopted by many of the UK's largest public and private sector organizations; including most major financial businesses, defence, other government departments, and the retail sector.



Delivering more flexible and resilient communications

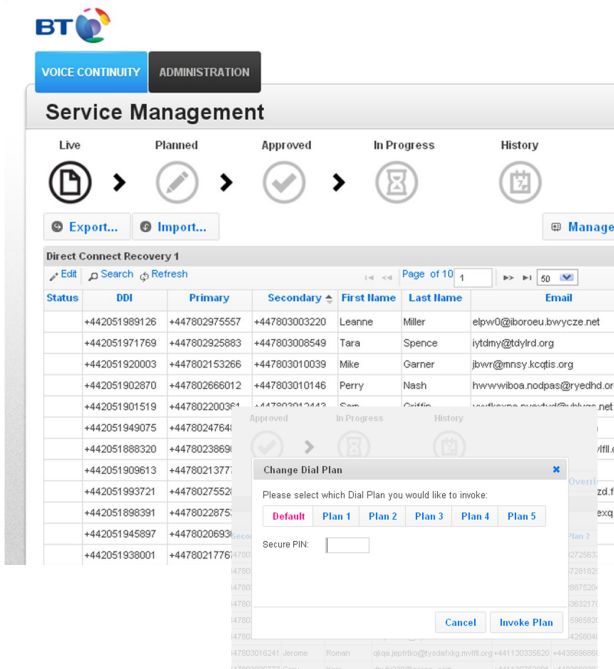
How does it work?

- Your business numbers are elevated from the local serving telephone exchange into BT's core network removing geographic and capacity limitations
- Calls made to these numbers are routed by the BT network directly to dedicated network termination units hosted on your network. For example in your data centre at your head or at your DR site.
- Calls are presented to your corporate PBX as Euro ISDN, DPNSS or DASS2.
- Call distribution and routing is controlled and managed by you from the BT smartnumbers cloud using a powerful web portal.
- The service can scale according to business requirements and will load balance calls across network termination units. Call flow can be managed at an individual, department, multi-site or corporate wide level.



Benefits and features at a glance

- Centralise the control of all incoming calls to all your geographic number ranges helping reduce management overheads and remove traditional geographic number range limitations.
- Remove unnecessary ISDN, DDI and legacy business continuity services.
- Prepare alternate routing plans to accommodate any type of business continuity event, for immediate invocation and off-net delivery.
- Administer service through a powerful and secure web portal featuring secure HTTPS, double passwords, definable user access levels and full audit trail.



Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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To learn more about voice continuity or **smartnumbers** call us on **020 3162 3030** or visit **www.btsmartnumbers.com**



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